LEO BURNETT COMPANY, *Inc.*

Ad No. 182—Req. No. 52001—B&W—3 11/16 x 70 lines—N.Y. World Journal Tribune, 1967 (A)

Printed in U.S.A.

This is our Gauloises smoker in Cleveland.

We have two more in Tulsa, and one in Fargo. And so the juggernaut rolls... all the way to the coast.

AVEC FILTRE
&
SANS FILTRE

Like the proverbial grassfire, the Gauloises craze is sweeping the country. Already, one out of every 17,000 American smokers has switched to this rotund little cigarette from France. Thank you, Americans!

And to show our appreciation we pledge: (1) not to change the robust, emphatic flavor; (2) not to change the powerful, even startling aroma.

If you'd like to climb aboard the Gauloises bandwagon, walk up to your tobacconist and say, "*Goal-waz*" (that's how you pronounce it). If he gives you a blank stare, look surprised and explain, "They're the best-selling cigarettes in the nation."

Don't tell him the nation is France.

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Source: https://www.industrydocuments.ucsf.edu/docs/txxx0001

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